



UNMASKING

HTML EMAILS

The title is presented in a stylized, multi-colored font. The word 'UNMASKING' is in a large, gothic-style font with a red-to-orange gradient. Below it is a decorative flourish with a central heart. The words 'HTML EMAILS' are in a smaller, blocky font with a green-to-yellow gradient. The background is dark blue with a repeating geometric pattern of diamonds and triangles.

Level 4 - Section 3

New example additions



• 16 •
DE JUNIO

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ADULTS 15 PESOS

NINOS 10 PESOS

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New table →

Or, call +12 34 5678 9012
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Av. de las Street No. 123 Azcapotzalco Santa Barbara 01234 Ciudad de México D.F. Mexico

3 rows
1 cell in each row

Some preprocessors add links as a feature

email.html

```
...  
<tr>  
  <td align="center"  
    class="email-phone-number"  
    style="color: #ffffff;  
      font-family: Arial,  
sans-serif;  
      font-weight: bold;  
padding-bottom: 30px;" >  
  
    Or, call +12 34 5678 9012  
  </td>  
</tr>  
...
```

Our code is text

An anchor added by Apple's preprocessor

```
Or, call <a href="tel:+123456789012">+12 34 5678 9012</a>
```

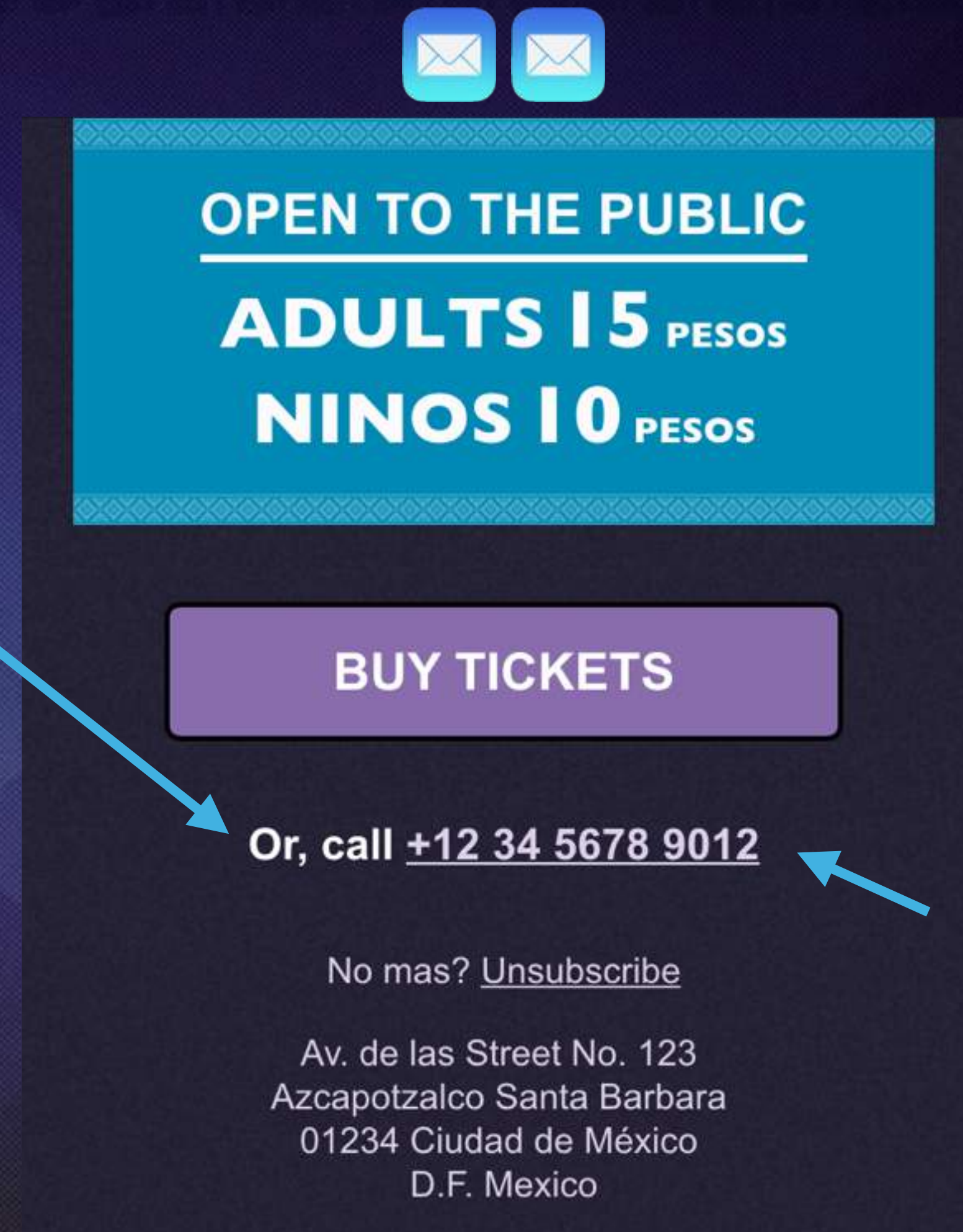


Add a global link style

The clients that add links generally support CSS in the head as well.

email.html

```
...  
<style>  
  ...  
  a {  
    color: #ddd0eb; }  
</style>  
...
```



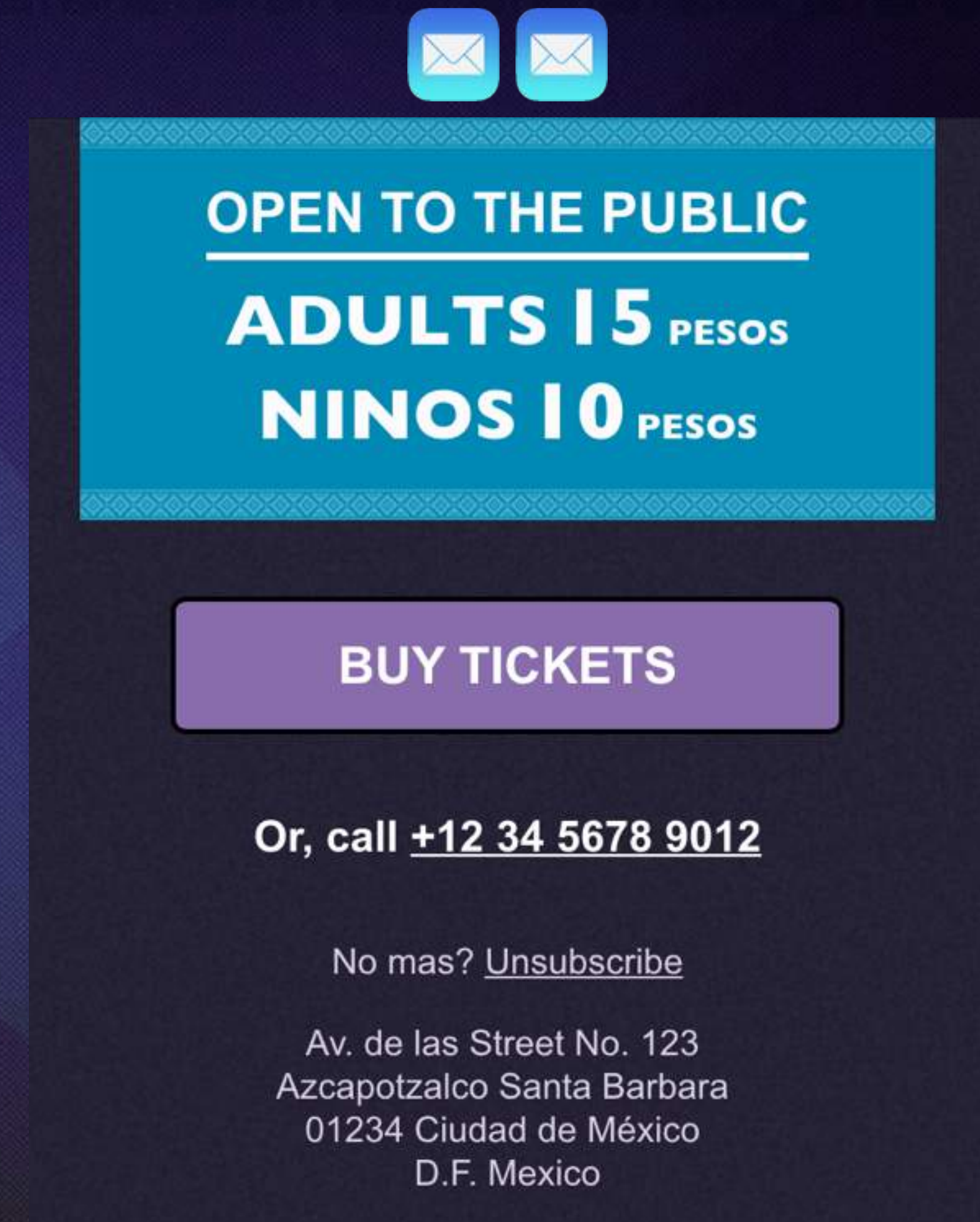
This would be better
if it was #ffffff

Use a span and a class for specific links

A span with a descendant selector can override the default.

email.html

```
...  
  <style>  
    ...  
    a {  
      color: #ddd0eb; }  
    .client-link a {  
      color: #ffffff; }  
  </style>  
...  
  <td ...>  
    Or, call <span class="client-link">  
+12 34 5678 9012</span>  
  ...
```



Some clients force a minimum font size

Apple Mail will render type at a minimum of 14px by default.

email.html

```
...  
<td ...  
    style="...  
        font-size: 4px;" >  
    Av. de las Street No. 123  
<br />  
    Azcapotzalco Santa Barbara  
<br />  
    01234 Ciudad de México  
<br />  
    D.F. Mexico  
...
```



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Adjusted to 14px →



Over-dramatized for the viewing audience

Overriding client minimum font size

Vendor-specific properties exist to override defaults.

email.html

```
...  
<td ...  
  style="...  
    font-size: 4px;  
    -ms-text-size-adjust:none;  
    -webkit-text-size-adjust:none;" >  
Av. de las Street No. 123  
<br />  
Azcapotzalco Santa Barbara  
<br />  
01234 Ciudad de México  
<br />  
D.F. Mexico  
...
```



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Remains 4px →



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Our email with varied client features



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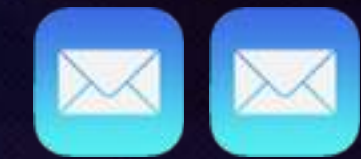
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No link

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Link

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